

Entrepreneurship ROCKS!

by
Rachel Luccarelli
&
Kelly Carrazzone



Hello! Our names are Kelly and Rachel. This is our first year as entrepreneurs at the TREP\$ Marketplace. We sold Roc”keys”. We got the idea for our product after Rachel went to a craft fair and saw a man using rocks as key holders. We loved the idea and decided to do some research and see if we could do something like that for TREP\$. The main point of Roc”keys” is to hide your home key in an unsuspecting but natural environment.

We researched how much a drill bit would cost and calculated how many rocks we would have to sell to break even after buying the drill bit. The drill bit was \$90 so we were able to figure out how many we would have to sell and at what price we’d have to sell them at to make a profit. We had our dads purchase a drill bit and got to work.

After collecting about 40 rocks in the wooded area behind Kelly’s house, we got busy washing ~and even re-washing!~ the rocks. We then put our dads to work by drilling holes in the rocks. After drilling about 5 rocks we discovered the rocks that we had collected were not big enough and would crack when drilled! So, back to the woods we went to find 40 bigger rocks. After we got the new rocks cleaned and drilled, we bought a bag of bank-stoppers and made posters, business cards and order forms. Next, we both made sure each rock could fit a key so that their usage was absolutely guaranteed. After much more preparation, we were ready for the outstanding and extremely fun TREP\$ Marketplace!

Although the making of Roc”keys” was a super fun experience, there was still a lot of work involved. Measuring each hole to make sure it would hold a key, sweeping up all the dust from drilling and lugging the rocks inside the marketplace were not our favorite parts. But it was definitely worth all the great times we had during this experience! We both thought it was really funny when, one day over spring break, we were cleaning a batch of rocks and it was time to spray them off with the hose~ let’s just say Kelly wasn’t very dry by the end of the day!

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The marketplace was a huge success! We landed the title of ‘the hit of the night’! At a mere \$5, Roc”keys” sold out! We are very proud of ourselves for putting so much time and work into making our product a success. Being one of the best sellers in TREP\$ is more than we could’ve ever imagined!

While selling the Roc”keys”, many customers told us our product was unique. We are both very grateful to have such great supporters in our community!

Both of us are proud to say we have almost 20 orders that we have to fill--after we sold out at the TREP\$ Marketplace. There were more customers looking for a Roc”key” so we had to take orders!! We are really proud of all our accomplishments and happy that our first year of TREP\$ marketplace went so well! While learning so much about being successful business people, the best part was that all the time . . . we had a blast!! ☐



TREP\$